

# MasterLink

What is it?

How is it different?

Why is it better?

Exhibit 2

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# What Is MasterLink?

It is A Process-Focused  
Job Management System That:

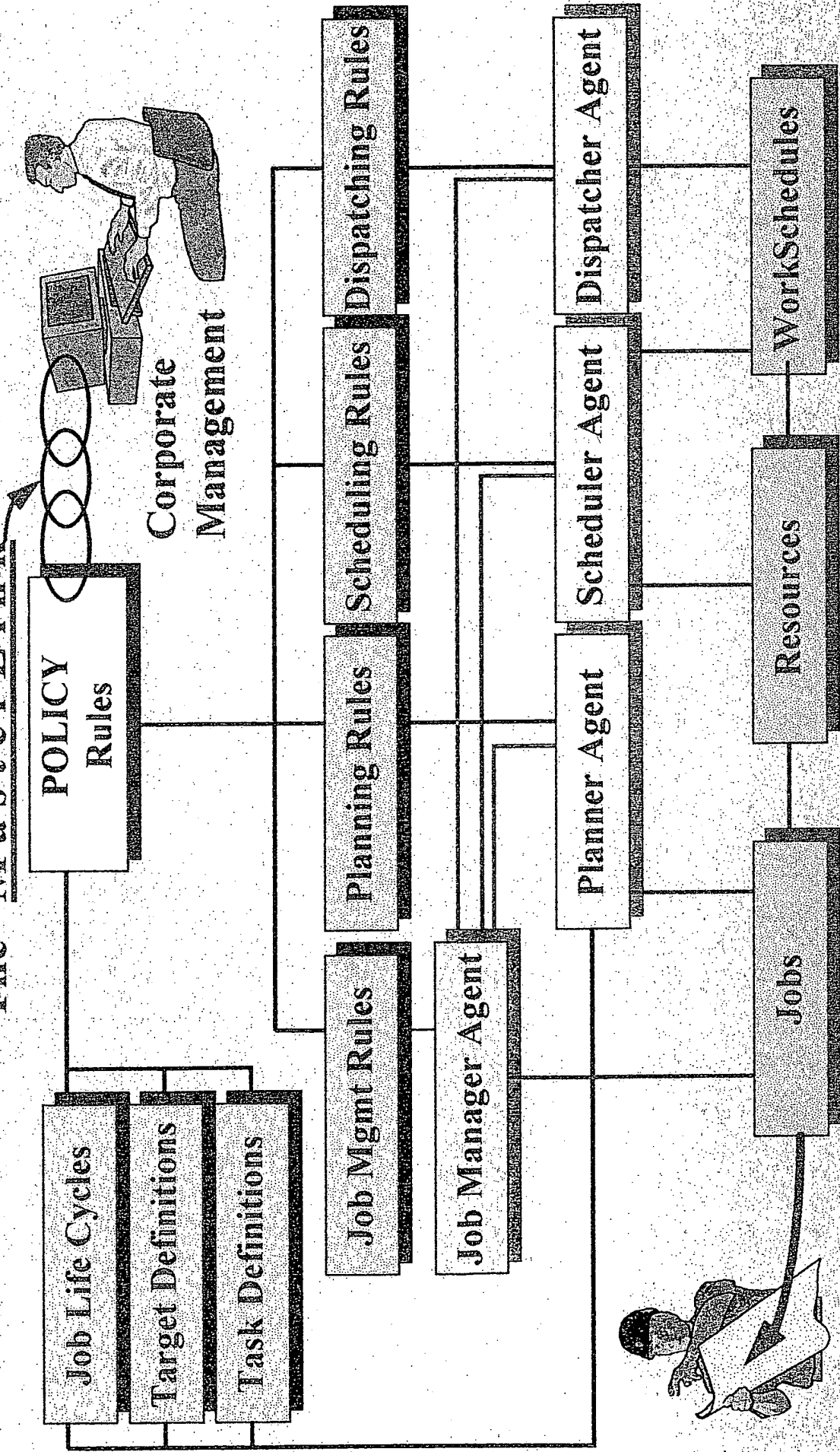
- ◆ Automates SUPERVISION
- ◆ Provides Workers with all Job Information When They Need It
- ◆ Automates Field Data Reporting
- ◆ Keeps Score &  
Lets Management Manage

# How is MasterLink Different?

- ◆ It Automates the Supervisory Process
- ◆ It Uses Flexible RULES, called Policy, to Control the Workforce
- ◆ It Links Corporate Management Directly to Their Workers

# Management Control Through POLICY

## The "Master Link"



# Policy Benefits Equation:

Any Enterprise Objective and/or Event

+ Work Specification Tools

+ Real-Time Policy Adjustment

Capabilities

+ Automated Supervisory Functions

+ Informed Workers

+ Effectiveness Feedback Tools

= Full Useage of Supervisor & Worker  
Talent

## **What is Wrong**

### **With Current Solutions?**

#### **◆ They are “Data Centric” Approaches**

**That:**

- Do Not Encourage Process Innovation**
- Still Require Intense Manual Supervision**
- Prevent Managers From Adequately Controlling Resources to Achieve Objectives**
- Are Not Easily Adapted to Individual Enterprise Requirements**

#### **◆ Do Not Have Adequate Feedback Systems to Accurately Measure Work**

## **Results**



# MasterLink is Better, Because:

- ◆ It Automates Supervision
- ◆ It Enables Continuous Improvement of Workforce Productivity
- ◆ It Puts Corporate Management in Direct Control of Workers
- ◆ In Real-time, it Informs/Enables/ & Keeps Score
- ◆ Its Design is Easily Adapted to ANY Enterprise or Market
- ◆ It is Very Cost-effective

*“MasterLink is a computer era breakthrough that lets the management manage the operation while the work force has the information to be fully utilized.”*

*-----Philip Crosby, Author*

**MasterLink: The Work Process Improvement  
Company**



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